

<i>SERFF Tracking Number:</i>	<i>PHYS-125844668</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>40444</i>
<i>Company Tracking Number:</i>	<i>PMA3034B</i>		
<i>TOI:</i>	<i>MS051 Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS051.001 Plan A</i>
	<i>Standard Plans</i>		
<i>Product Name:</i>	<i>Med Supp</i>		
<i>Project Name/Number:</i>	<i>PMA3034B/PMA3034B</i>		

Filing at a Glance

Company: Physicians Life Insurance Company

Product Name: Med Supp

SERFF Tr Num: PHYS-125844668 State: ArkansasLH

TOI: MS051 Individual Medicare Supplement -
Standard Plans

SERFF Status: Closed

State Tr Num: 40444

Sub-TOI: MS051.001 Plan A

Co Tr Num: PMA3034B

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Authors: Sonya Dickey, Sara
Magee-Garcia

Disposition Date: 11/05/2008

Date Submitted: 10/03/2008

Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: PMA3034B

Status of Filing in Domicile: Pending

Project Number: PMA3034B

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 11/05/2008

State Status Changed: 11/05/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

RE: Medicare Supplement Advertisement

PMA3034B – Invitation to Inquire

Attached are copies of the above referenced Medicare Supplement material for your review and approval.

SERFF Tracking Number: PHYS-125844668 State: Arkansas
Filing Company: Physicians Life Insurance Company State Tracking Number: 40444
Company Tracking Number: PMA3034B
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Med Supp
Project Name/Number: PMA3034B/PMA3034B

This material will be used by licensed agents in your State to create an interest in Medicare Supplement insurance in general and in our Medicare Supplement Policies L260AR (Plan A), L261AR (Plan B), L265AR (Plan F) and L266AR (Plan G), which were approved for use in your State on July 14, 2003. The agent's name, telephone number and signature is variable and included in brackets.

If you have any questions concerning the enclosed material, please contact me at the above address or call me at 1-800-228-9100, option 1, option 6, extension 1663. You can also contact me via email at Sonya.Dickey@physiciansmutual.com. Your assistance is greatly appreciated.

Company and Contact

Filing Contact Information

Sonya Dickey, sonya.dickey@physiciansmutual.com
2600 Dodge Street (800) 228-9100 [Phone]
Omaha, NE 68131 (402) 633-1096[FAX]

Filing Company Information

Physicians Life Insurance Company CoCode: 72125 State of Domicile: Nebraska
2600 Dodge Street Group Code: 367 Company Type:
Omaha, NE 68131 Group Name: State ID Number:
(402) 633-1188 ext. [Phone] FEIN Number: 47-0529583

Filing Fees

Fee Required? Yes
Fee Amount: \$40.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Life Insurance Company	\$40.00	10/03/2008	22912205

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	11/05/2008	11/05/2008

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Disposition

Disposition Date: 11/05/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number:	PHYS-125844668	State:	Arkansas
Filing Company:	Physicians Life Insurance Company	State Tracking Number:	40444
Company Tracking Number:	PMA3034B		
TOI:	MS051 Individual Medicare Supplement - Standard Plans	Sub-TOI:	MS051.001 Plan A
Product Name:	Med Supp		
Project Name/Number:	PMA3034B/PMA3034B		

Item Type	Item Name	Item Status	Public Access
Form	PMA3034B	Filed	Yes

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Form Schedule

Lead Form Number: PMA3034B

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	PMA3034B	Advertising	PMA3034B	Initial			PMA3034B.pdf

How Much Do *You* Know About Medicare?

- **Do you know** Medicare was *never intended* to pay for everything?
- **You may have heard** about Medicare Supplement Plans A — J.
But do you know which is best for you?
- **Do you know** your seven Guaranteed Issue Rights?
You should know and understand your rights.
(These are detailed in the 2008 Choosing a Medigap Policy: A Guide to Health Insurance For People With Medicare. To receive a free copy of this guide, contact your agent or visit www.medicare.gov)
- **Do you know** there are Issue Age and Attained Age premium rates?
Unlike some companies, with Physicians Life you have a choice on premium rates! This could have a significant impact on the amount you pay in your lifetime.*

Find out more! Everything you need to know cannot be explained here. Each person is unique and it's wise to talk with an insurance expert to get the information you need. You owe it to yourself to learn more so you can make an informed decision that's best for you.

We're here when you need us.®

*AR: Community ratings only.

Neither Physicians Life insurance Company nor its agents are connected with or endorsed by the U.S. Government or the Federal Medicare Program. For complete details including costs and limitations, please contact your agent. Policy Form Numbers: L260/L261/L265/L266 (TN: L260TN/L261TN/L265TN/L266TN).
PMA3034B



*"Physicians Life offers **reliable benefits, real choices** and **real protection** that can help today's seniors be prepared for what tomorrow may bring."*

Speak with an insurance professional — get the help you deserve and the information you need.

[Agent Name]
Insurance Agent
[Telephone Number]
[Agent Signature]

Physicians Life
Insurance Company®
a member of the Physicians Mutual® family



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Rate Information

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